



Partnership Plan





Disc Golf?

What is this new emerging sport? Have you ever thrown a Frisbee™? Do you know the basic principles of Golf? If so, you may just fall in love with Disc Golf! Disc Golf follows the same basic rules as Golf, but the ball and clubs are replaced with a specialty Frisbee™ and the hole is replaced by a raised basket. The player's objective is to get a disc in the basket in as few throws as possible. Since most disc golf courses are currently on public parks, the absence of green fees means Disc Golf is accessible to many participants.

BC Open

The BC Open is an annual three-day disc golf competition that has been running in different venues in the Lower Mainland since 2005 and is now considered the Premier Disc Golf Event in Western Canada. This event has continued to grow and attracts about 240 amateur and professional players from across Canada and the USA each year. The BC Open is a PDGA (Professional Disc Golf Association) A-Tier Sanctioned Event, the highest level of sanctioning obtainable without being a National Tour Event. The BC Open is one of only eight disc golf events approved for A-Tier Status in Canada for 2022.

This year's BC Open will be held at Raptors Knoll Disc Golf Park, a Championship Level Disc Golf Course located in the Township of Langley. This course has gained international recognition (currently ranked the 19th best disc golf course in the world and the second most played disc golf course in Canada in 2021) and is considered the gold line standard of how disc golf courses can be developed as a public amenity.

PDGA A-Tier Sanctioned Events

The PDGA has strict standards and requirements for its sanctioned events which include a 110% payout of Net Entry Fees (meaning total participants' registration fees less the PDGA \$5.20 per player fee and green fees payable to Raptors Knoll Disc Golf Park) to the Amateur Division and a 100% payout of Net Entry Fees plus a minimum of \$3000 Cash added to the Professional Division in A-Tiered Sanctioned Events. We are covering this year's BC Open expenses through golf disc sales and are looking to partner with our local businesses to increase the amount of Added Cash to the Professional Division. More Added Cash draws high caliber Canadian and US touring professional players to our event which would add much



excitement for our local participants, volunteers, spectators, and more coverage by our local media.

BC Open Partnership Plan

To give flexibility to our partners, we have different levels of partnership available, ranging from Amenities Sponsor to Event Title Sponsor. Each level can be modified to fit your specific business or marketing needs. We are happy to display any advertising materials you provide us and we can include promotional items in our Player Packs. Advertising will include but will not be limited to the formats listed below.

1. Amenities Sponsor \$200

-) Recognition on marketing materials
-) Recognition in Player Yardage “Caddy” Books (each player will receive a booklet detailing the hazards and distances of each hole)
-) Visibility on our event webpage www.bcopen.ca and related social media
-) Signage at the sponsored amenity location (food, water, restrooms, etc.)

2. Ace Pot Sponsor \$200

-) Recognition on marketing materials
-) Recognition in Player Yardage “Caddy” Books (each player will receive a booklet detailing the hazards and distances of each hole)
-) Visibility on our event webpage www.bcopen.ca and related social media
-) Signage at multiple locations on the course considered to be a “hole in one” opportunity for players
-) Recognition during Awards Presentations

3. Hole Sponsor \$200-\$500

-) Recognition on marketing materials
-) Recognition in Player Yardage “Caddy” Books (each player will receive a booklet detailing the hazards and distances of each hole)
-) Visibility on our event webpage www.bcopen.ca and related social media
-) Signage at the sponsored hole.

4. Practice Basket Sponsor \$500

-) Recognition on marketing materials



-) Recognition in Player Yardage “Caddy” Books (each player will receive a booklet detailing the hazards and distances of each hole)
-) Visibility on our event webpage www.bcopen.ca and related social media
-) Signage at the Putting Warm-Up Area. All players will be in this area before and possibly after each of their rounds

5. Vendor Sponsor \$750

-) Recognition on marketing materials
-) Recognition in Player Yardage “Caddy” Books (each player will receive a booklet detailing the hazards and distances of each hole)
-) Visibility on our event webpage www.bcopen.ca and related social media
-) Opportunity to set up a display and promote your product to all the players, volunteers and spectators attending the event

6. Starter Sponsor \$1000

-) Recognition on marketing materials
-) Recognition in Player Yardage “Caddy” Books (each player will receive a booklet detailing the hazards and distances of each hole)
-) Visibility on our event webpage www.bcopen.ca and related social media
-) Each day the players will report to a starting tent on Hole 1 for their tee-time. This tent will display your company logo and product(s) (if supplied). This area will also allow for interaction with the players in the form of sampling or product promotion.

7. Title Sponsor - \$5000

-) Recognition on marketing materials
-) Recognition on the Cover of Player Yardage “Caddy” Books (each player will receive a booklet detailing the hazards and distances of each hole)
-) Visibility on our event webpage www.bcopen.ca and related social media
-) Prominent display of Title Sponsor’s Banner
-) Placement of signs if provided by Title Sponsor throughout the course
-) Title Sponsor’s name in the title of the Event for all communications and potential filming (eg. *ABC Company presents the 2022 BC Open Driven by Innova*)

If you are seeking a partnership opportunity that is not listed above, please contact us and we can work together to find a way to get your business involved.